

North East England Tourism Awards 2017

Why should I enter?

- Entry is free
- Awards help raise the profile and importance of the industry
- Winners gain a competitive edge through recognition of their commitment to excellence and quality standards
- Winning awards or being shortlisted can increase staff motivation and loyalty
- Completing the entry form helps you to look at your business in a new light

How do I enter?

- Download the correct entry form or forms (See Top Tips):
www.newcastlegateshead.com/tourism-awards/apply-now
- If you are unsure which category to enter please contact us for advise
- Complete your entry form and compile a separate pdf document of supporting evidence
- If you would like Northumberland Tourism to have a look at your entry and provide feedback please send it to us by **Friday 25th August** at the latest
- Email your entry form and supporting evidence to tourismawards@ngi.org.uk by
4pm on Monday 4th September 2017

If you would like any assistance with your entry please contact
Cris at Northumberland Tourism:

cris.brown@northumberlandtourism.co.uk or 01670 794 525

www.newcastlegateshead.com/tourism-awards/apply-now

N.B. Unlike last year applications that are shortlisted will NOT be automatically entered to the VisitEngland awards, you will have to do that yourself.

With thanks to Active Northumberland, Northumberland National Park, Northumbrian Water and Impact PR & Marketing for their help with the tips on the next page.

Top Tips for Writing an Award-Winning Application



Category - make sure you are eligible for the category you are entering.

Entry form - ensure you have downloaded the form from the NGI website and don't use an old/previous form.

Keep to the word count - Keep answers succinct and to the word count, focussing on information that will WOW them and show your passion. Judges will not read anything past the word count.

Answer the suggested questions - For each section of the form there are suggestions as to the information the judges are looking for, make sure you provide this in your answer.

Acronyms - If you are using any acronyms or jargon, make sure they are explained.

Examples - Use specific examples to support your entry. E.g. anyone can write 'we pride ourselves on good customer service' but what have you actually done to go above and beyond and what was the response?. If you are short for word count you could include examples in your supporting evidence but make sure you refer to them on your entry form. Include customer feedback.

Answer all sections - Empty boxes or short answers will lose you marks and decrease your chance of being shortlisted.

Double or triple your chances - There are different judges for all categories, but the application forms are similar, so take the opportunity to enter more than one category. Ensure that the information on each form is appropriate to the category you are entering and don't just copy and paste.

Supporting evidence - This has to be one pdf document but you can include lots of information. Ensure that you refer to it on your entry form and clearly label your supporting document. Use relevant photographs to ensure it is visually appealing to the judges.

Online presence - judges will also look at your online presence including website, reviews and social media so ensure you include links on your form. Also make sure that you maintain these, e.g. respond to social media posts and reviews even if they are negative.

Blow your own trumpet - make sure you shout about all your good points.

What is your Unique Selling Point? - how are you different to your competitor? What makes you stand out? Do you offer a product/service that has reacted to a gap in the market?

Get a second opinion - ask someone from outside your business to have a look at your entry. Northumberland Tourism are happy to do this up to the 25th August.

Judging visits - if you are shortlisted and receive a visit from the judges, make them feel welcome, plan your time well (all visits last the same length of time), introduce your staff and be prepared to answer questions.